



# THE SAVVY CONSUMER COLUMN

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## Beware of pitches for New Year's Resolutions shortcuts

**Nashville, TN** – Lose weight! Stop smoking! Be physically fit!

If these are among your resolutions, the Tennessee Division of Consumer Affairs warns consumers to beware of ads that promise either rapid weight loss without dietary changes or exercise, or any so-called miracle cures.

Consumers, especially those with existing health problems, should always check with a healthcare professional to ensure products have been validated and aren't dangerous.

Consumers should be wary of variations on the following sales pitches:

- Lose up to 10 pounds in two weeks without changing your diet or exercising!
- This ancient remedy isn't sold in stores!
- This product contains a secret ingredient you won't find anywhere else!
- Hurry, before supplies run out!
- We'll hold your check for 30 days and return it to you, if you're not 100 percent satisfied!

For more information on fraudulent health claims and help finding reliable sources of information on health topics, please visit [www.ftc.gov/bcp/edu/microsites/whocares](http://www.ftc.gov/bcp/edu/microsites/whocares).

To file a complaint with the Division of Consumer Affairs, visit <http://tn.gov/consumer/complaint.shtml>.

Consumer Affairs ([www.tn.gov/consumer/](http://www.tn.gov/consumer/)) is a division of the Department of Commerce and Insurance ([www.tn.gov/commerce/](http://www.tn.gov/commerce/)), which works to protect consumers while ensuring fair competition for industries and professionals who do business in Tennessee.

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